

## Message Text

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FM AMEMBASSY TUNIS

TO SECSTATE WASHDC 9543

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E.O. 11652: N/A

TAGS: BEXP, TS

SUBJ: COMMERCIAL PRESENCE FAIR: TUNIS FINAL SUMMARY

REF: TUNIS 3158; STATE 148199; STATE 166183, JULY 31, 1974

STATE 245008, NOVEMBER 7, 1974.

1. SUMMARY: AMERICAN PARTICIPATION IN TUNIS INTERNATIONAL FAIR WAS HIGHLY SUCCESSFUL FROM BOTH COMMERCIAL AND IMAGE PERSPECTIVES. U.S. ADVANCED TECHNOLOGY IMAGE EMPHASIZED BY PRESIDENT BOURGUIBA'S COMMENTS TO PRESS DURING HIS VISIT TO PAVILION. PROJECTED 12 MONTH SALES: \$5 MILLION. EMD SUMMARY.

2. 1975 TUNIS INTERNATIONAL FAIR INAUGURATED BY PRESIDENT BOURGUIBA ON MAY 16. WE ESTIMATE AROUND 750,000 PERSONS VISITED FAIR BEFORE JUNE 1 CLOSING. AMERICAN PAVILION, COVERING 375 SQUARE METERS SHELTERED, 450 SQUARE METERS OUTSIDE, WITH 14 EXHIBITORS, INCLUDING 12 LOCAL AGENTS/DISTRIBUTORS FOR AMERICAN PRODUCTS, ONE U.S. FIRM NOT REPRESENTED IN TUNISIA (MCDONNELL DOUGLAS), PLUS A U.S. TRAVEL AND IMAGE DISPLAY BY LOCAL USIS POST. EXHIBITORS WERE EXTREMELY PLEASED WITH PHYSICAL LAY-OUT OF PAVILION AND WERE HIGHLY COOPERATIVE IN COORDINATION BOOTH DECORATION WITH OVERALL PAVILION DESIGN. LIBERAL USE OF RED, WHITE AND BLUE ON STRIKING FACADE OF PAVILION AND IN INSIDE DECOR CLEARLY IDENTIFIED AMERICAN PRESENCE IN FAIR.

3. INTENT U.S. PARTICIPATION WAS TWO-FOLD; IMAGE AND COMMERCE. IMAGE OBJECTIVE FULLY ACHIEVED THROUGH PUBLICITY IN LOCAL PRESS, POSITIVE IMPACT OF PAVILION ON LARGE CROWDS PASSING

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THROUGH, PLUS HIGHLY SUCCESSFUL AMERICA DAY PROGRAM, INCLUDING

TWO POPULAR PERFORMANCES BY MCLAIN FAMILY BAND DURING DAY, CAPPED BY EVENING RECEPTION AT PAVILION ATTENDED BY TWO MINISTERS (NATIONAL DEFENSE AND EDUCATION) PLUS HIGH LEVEL TURN-OUT FROM OTHER MINISTRIES, GOVERNMENT ENTERPRISES (E.G. TUNIS AIR) AND PRIVATE SECTOR. PRESIDENT BOURGUIBA'S VISIT TO PAVILION ON MAY 26 WAS UNQUALIFIED SUCCESS, CROWNED BY RECEIPT OF LETTER, BY RANK-XEROX TELECOPIER, FROM SECRETARY MORTON (REFTEL). BOURGUIBA SHOWED PARTICULAR INTEREST IN USIS DISPLAY HIGHLIGHTING PRIME MINISTER NOUIRA'S TRIP TO STATES, MCDONNELL DOUGLAS DISPLAY INCLUDING DC-10 AND A-4 SKYHAWK, SAMOS DISPLAY OF RITTER DENTAL CHAIR AND SINGER CONSUMER GOODS EXHIBIT. UPON LEAVING PAVILION, THE PRESIDENT REMARKED TO ACCOMPANYING MINISTERS, OTHER DIGNITARIES AND PRESS THAT U.S. ALWAYS IN LEAD TECHNOLOGICALLY. BOURGUIBA REMARK REFLECTED WIDELY HELD VIEW THAT U.S. PAVILION, WHILE SMALL, DEMONSTRATED SUPERIOR U.S. TECHNOLOGY, IN PART BECAUSE PAVILION FEATURED COMPUTERS, ELECTRONIC CALCULATORS, ADVANCED MEDICAL EQUIPMENT, AIRPLANES, AND LATEST CONSUMER ELECTRONIC DEVICES. NEWSPAPER AND RADIO AND TV COVERAGE OF BOURGUIBA VISIT TO THE FAIR CONCENTRATED ON AMERICAN PAVILION.

4. COMMERCIAL OBJECTIVES MORE DIFFICULT TO EVALUATE, PARTICULARLY AS FINAL SALES ARE NOT PERMITTED AT THE PAVILION. EXHIBITORS WERE, HOWEVER, UNANIMOUSLY ENTHUSIASTIC ABOUT THEIR PARTICIPATION IN THE PAVILION AND HVE STATED THAT IMPORTANT COMMERCIAL CONTACTS WERE MADE. PAVILION PROVIDED OPPORTUNITY FOR EACH EXHIBITOR TO DISPLAY A PRODUCT, PRODUCT LINE OR COMPANY NOT PREVIOUSLY SEEN IN TUNISIA. AT LEAST THREE AGENCY AGREEMENTS RESULTED FROM FAIR. IMMEDIATE POST-FAIR SALES WILL EXCEED \$400,000 DUE TO SPECIAL FAIR LICENSES, AND SINGER CORPORATION ALONE PROJECTS SALES OF ALMOST \$3 MILLION IN THE NEXT 12 MONTHS, AS RESULT FAIR PARTICIPATION. WE ESTIMATE 12-MONTH IMPACT OVER \$5 MILLION. ALL PARTICIPANT REPROTS NOT YET IN PREVENTING FULL RUN-DOWN SALES PROJECTIONS.

5. REGARDING BUDGET, SUBSTANTIAL INCREASE IN DOLLAR VALUE OF TUNISIAN DINAR HAS ERODED DINAR EQUIVALENT OF \$20,000 USDOC BUDGET. WE EXPECT TO REQUIRE APPROXIMATELY \$3,000 MORE THAN FUNDS PREVIOUSLY ALLOCATED - OR TOTAL OF UNCLASSIFIED

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\$31,000. AS ALL PARTICIPATION FEES (EXCEPT MCDONNELL DOUGLAS) WERE PAID IN DINARS WHICH CANNOT BE CONVERTED UNDER TUNISIAN LAW, WE ASSUME REMAINING FUNDS WILL CONTINUE TO BE AVAILABLE FOR COMMERCIAL PROGRAMS IN TUNISIA. NOTE THAT REMAINING FUNDS ARE PARTICIPATION FEES NOT, RPT NOT, SFC FUNDS AND DO NOT HAVE FLEXIBILITY OF SFC FUNDS WHOSE USE IS GUARANTEED BY AGREEMENTS. AS FINAL BUDGET STILL UNDETERMINED DUE OUTSTANDING BILLS, INTERIM BUDGET WITH

PROJECTIONS WILL SHORTLY BE FORWARDED WITH DETAILED FAIR  
WRAP-UP. FINAL BUDGET FIGURES SHOULD BE AVAILABLE BY SEPTEMBER.

6. EMBASSY REGRETS DELAY IN SUBMISSION THIS REPROT  
BUT NECESSITY TO CATCH-UP NORMAL COMMERCIAL ACTIVITIES  
AFTER FAIR PLUS PREPARATIONS FOR TELECOMMUNICATIONS TSS  
PREVENTED EARLIER REPORT. EMBASSY BELIEVES THAT THESE  
TRADE PROMOTION ACTIVITIES WOULD HAVE SUFFERED HAD  
EMBASSY DIRECTED ITS EFFORTS TO PREPARATION OF IMMEDIATE  
BUT SKETCHY REPORT ON FAIR. USDOC DECISION NOT TO  
PROVIDE EXHIBITION MANAGER (STATE 166183 OF JULY 31, 1974)  
AND GUIDANCE ON REPROTING (STATE 245008, NOVEMBER 7, 1974)  
IMPLY THAT REPORTS ON LOW COST COMMERCIAL PRESENCE FAIRS  
NEED NOT BE SUBMITTED ON SAME DEADLINES AS FOR CONVENTIONAL  
U.S. TRADEFAIRS. FULL REPORT VIA AIRGRAM FOLLOWS.  
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